



اَوْنِبُورْسِيَّتِي تِيكْنُولُوجِي مَارَا

UNIVERSITI TEKNOLOGI MARA  
CAWANGAN KELANTAN

**“ENHANCING CUSTOMER LOYALTY PROGRAMS: A  
STUDY CASE OF TELEKOM MALAYSIA KOTA BHARU”**

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**Enhancing customer loyalty programs: A Study Case of Telekom Malaysia (TM) Kota Bharu, Kelantan**

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**“DECLARATION OF ORIGINAL WORK”**



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Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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Date: \_\_\_\_\_

**ACKNOWLEDGEMENT**

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

First and foremost, my humble gratitude and appreciation to Almighty Allah, Most Gracious and Most Merciful, who gives me a courage, inspiration and strength to complete this Project Paper (MKT 662) work until its final form. At last, after going through challenge works with strong support and guidance of several individuals, finally I'm successfully manage to complete this research according to the planned.

I would like to express my deepest appreciation and thanks to Mr. Aidil Abdul Aziz who had given a professional guidance and inspiring ideas in preparing this project paper. Without his help, this project paper could not come to this end. My special thanks to Mr. Hj. Ismail Ishak as my second examiner and Prof Madya Hjh. Yasmin whose put their experience and knowledge with fullness of responsibilities as to guide me and ensuring my research comes within its track.

I also cannot forget the support from the company that I do my practical training, Telekom Malaysia. Bhd. They give me every information they have and supporting me during the research. Their thoughtful suggestion and guidance have always been very forceful. Besides, I am very indebted to my family and my friends who always help me and gave their support in completing this research. They have given the information which is very useful to my research.

Thank you very much to all parties which involving in this project either direct or indirect.

Thanks to all.



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### ABSTRACT

*In the world of telecommunication, consumers typically patronize multiple service providers, which leave service providers striving to earn a greater portion of consumer expenditures. The purpose of this paper is to find out the principle issues toward enhancing loyalty programs on customer purchasing behavior. The impact of loyalty programs membership on customer purchase behavior is very important. Focusing on loyal customers is frequently argued to be the single most important driver of organizations' long-term performance, which can lead to increased sales and customer share, lower costs, and higher prices. Therefore marketing scholars emphasize the influence of relationship marketing as a strategically important tool from which customer loyalty can be secured and, as a result, the achievement of higher competitiveness and enhanced customer satisfaction can be accomplished. Findings require confirmation in Telecommunication Company before they may be considered fully generalisable. The study was carried out on a convenience sample of 200 respondents through the distribution of structured questionnaires to Telekom Malaysia's existing customers within the area of Kota Bharu. The data were analyzed using SPSS through the frequencies analysis, correlation coefficient analysis and regression analysis. From the analysis, the researcher found that Trust, Customer satisfaction, Brand image and Customer Retention have a significant relationship with the relationship marketing. From the findings, it shows that trust is the critical factor while customer retention is the least important factor. Some conclusions are provided in the research and the researcher also stated several recommendations. It is a great pleasure if Telekom Malaysia's management is willing to evaluate the suggestions from the respondents and the researcher.*